

Tetiana Kovalchuk

Inna Tryhub

National University of Food Technologies

Building partnerships between employers and staff as a tool to enhance the competitiveness of enterprises

Introduction

The main characteristic features of the modern development of the Ukrainian economy is strengthening the processes of globalization, tightening competition, increasing requirements and demands of consumers, the development of an increasing pace of technological progress. Competitiveness of commercial enterprises depends of the factors of internal and external environments. As is commonly believed, the external environment is irregular and depends on the activity of the enterprise. That's why the company has to adapt to the external environment or limit this impact. This applies to public policy in an area, the economy, consumer behavior, activities of competitors, suppliers, etc.

Resources and methods

In strategic potential all company's resources are very important. Thus, the availability of technical and technological resources allows you to produce high quality products that meet the growing needs of consumers; information resources based on the analysis of competitors, suppliers, customers, internal coordination of the enterprise. Financial resources are the source for the formation, distribution and development of other enterprise resources. However, the most strategically important are human resources. It is the human factor determines the efficiency of the development of new technology, the generation of new ideas, the creation of products with exclusive properties, assimilation efficiency processing and the production and screening of false information to attract new and existing customer's loyalty.

Results

Partnerships with employees should be developed in the following areas:

1. Marketing staff
2. Selection and recruitment of staff
3. Adaptation of the personnel
4. Evaluation and certification of personnel
5. Staff motivation
6. Personnel training
7. Personnel security
8. The release of staff

Conclusions

Thus, partnerships between employers and workers are forming the sustainable competitive advantage of the company. These relations are based on the creation of mutually beneficial conditions. Enterprise used the most effective methods of personnel management, which can satisfy their needs. Workers make every effort to improve the performance and quality of work, customer satisfaction, leading to increased competitiveness.

References

1. Skills for improved productivity, employment growth and development
[Electronic source] // Mode of access:
http://www.ilo.org/wcmsp5/groups/public/@ed_norm/@relconf/documents/meetingdocument/wcms_092054.pdf
2. Tools for the High Road to Productivity and Competitiveness [Electronic source] // Mode of access: http://www.ilo.org/wcmsp5/groups/public/---americas/---ro-lima/---sro-port_of_spain/documents/publication/wcms_334910.pdf